



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Henkin et al.

Attorney Docket No.: KABAP003

Application No.: 09/943,571

Examiner: Not Assigned

Filed: August 29, 2001

Group: 2161

Title: DYNAMIC DOCUMENT CONTEXT  
MARK-UP TECHNIQUE IMPLEMENTED  
OVER A COMPUTER NETWORK

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail to: Commissioner for Patents, Washington, DC 20231 on November 13, 2001.

Signed:

*Joyce L. Ferreira*  
Joyce L. Ferreira

COPY OF PAPERS  
ORIGINALLY FILED

Separate Letter to the Official Draftsman  
Submission of Formal Drawings

Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

Please find enclosed formal drawings for the above-identified patent application. If the Draftsman has any question concerning the corrected drawings, he or she is respectfully requested to contact the undersigned.

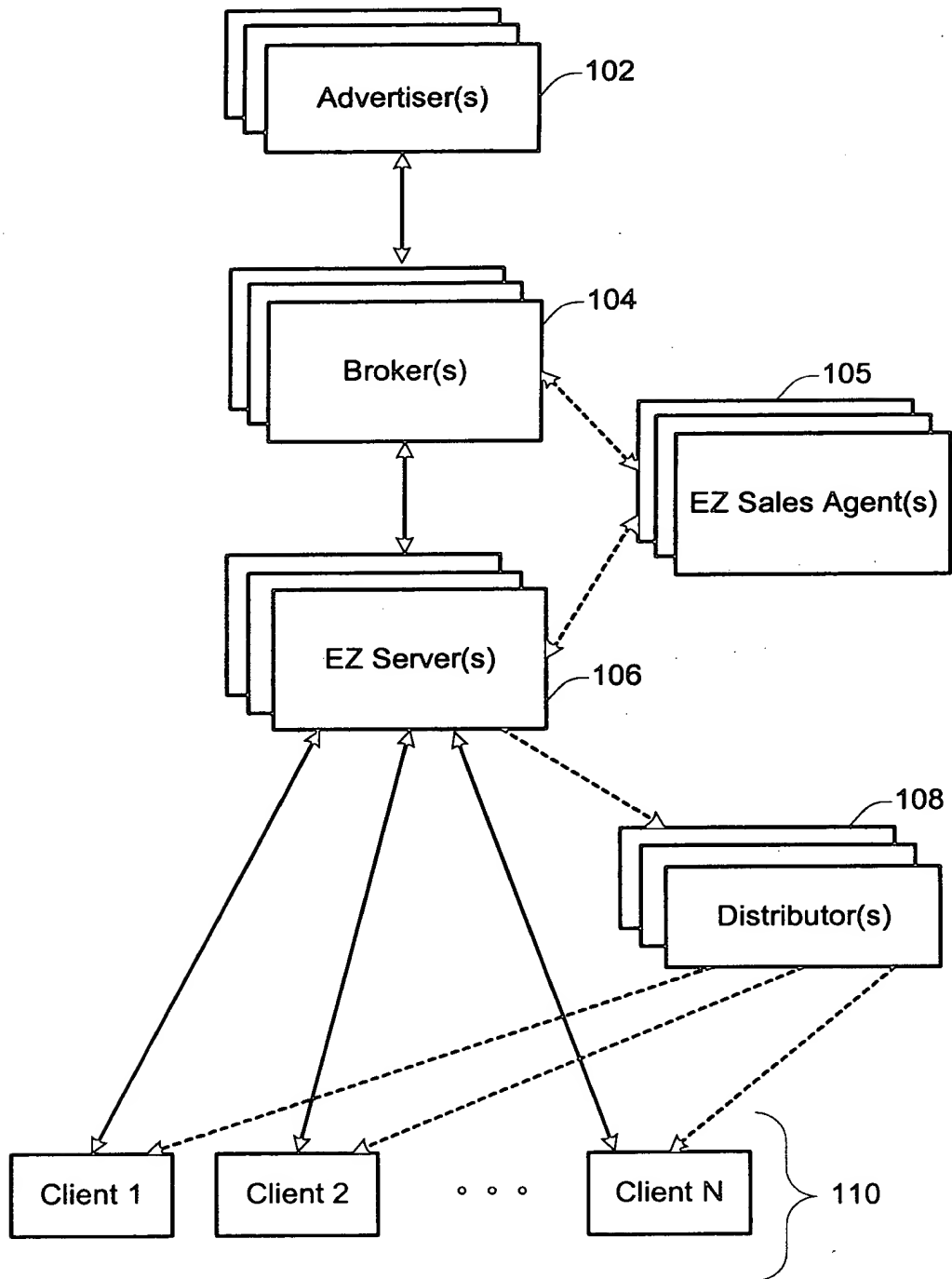
Respectfully submitted,  
BEYER WEAVER & THOMAS, LLP

*Michael L. Louie*

Michael L. Louie  
Registration No. 36,988

P.O. Box 778  
Berkeley, CA 94704-0778  
(510) 843-6200

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100

Fig. 1

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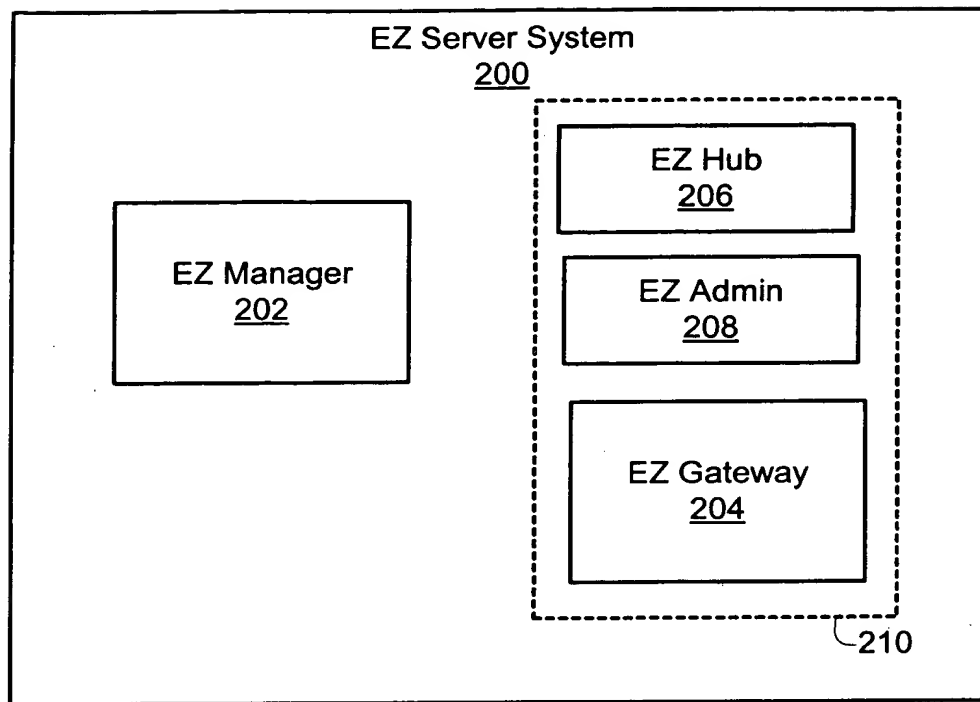


Fig. 2

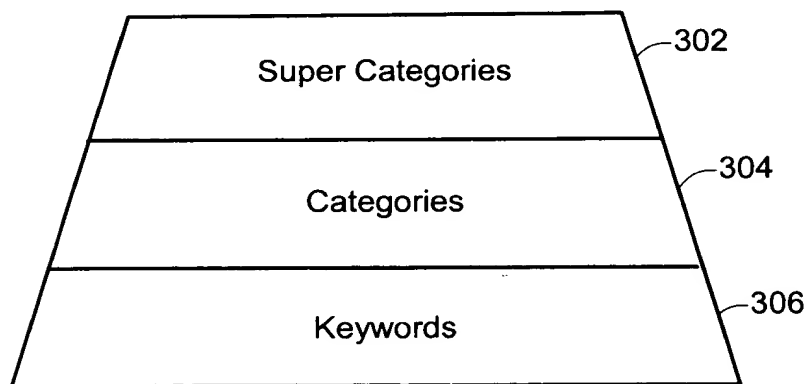


Fig. 3

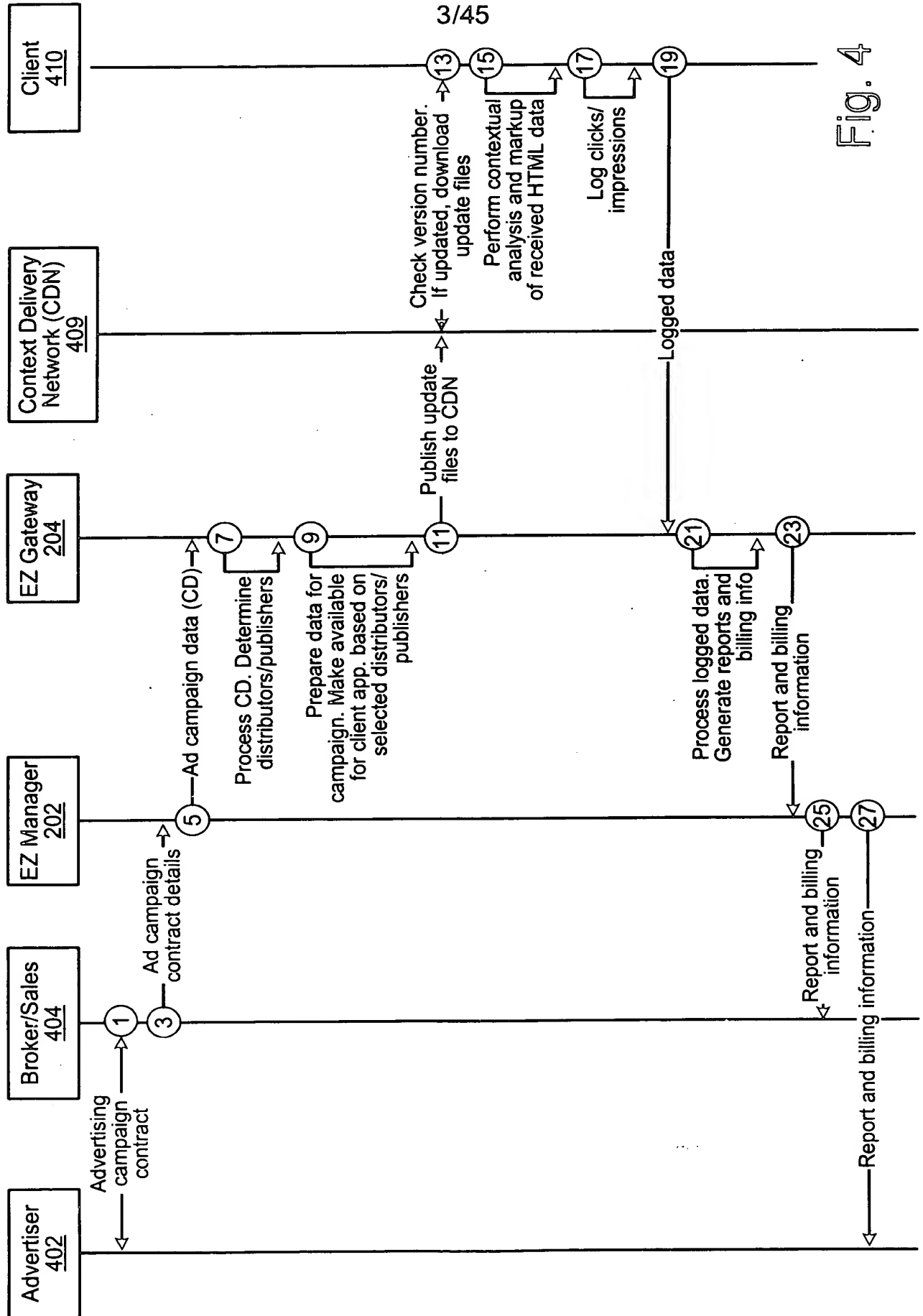


Fig. 4

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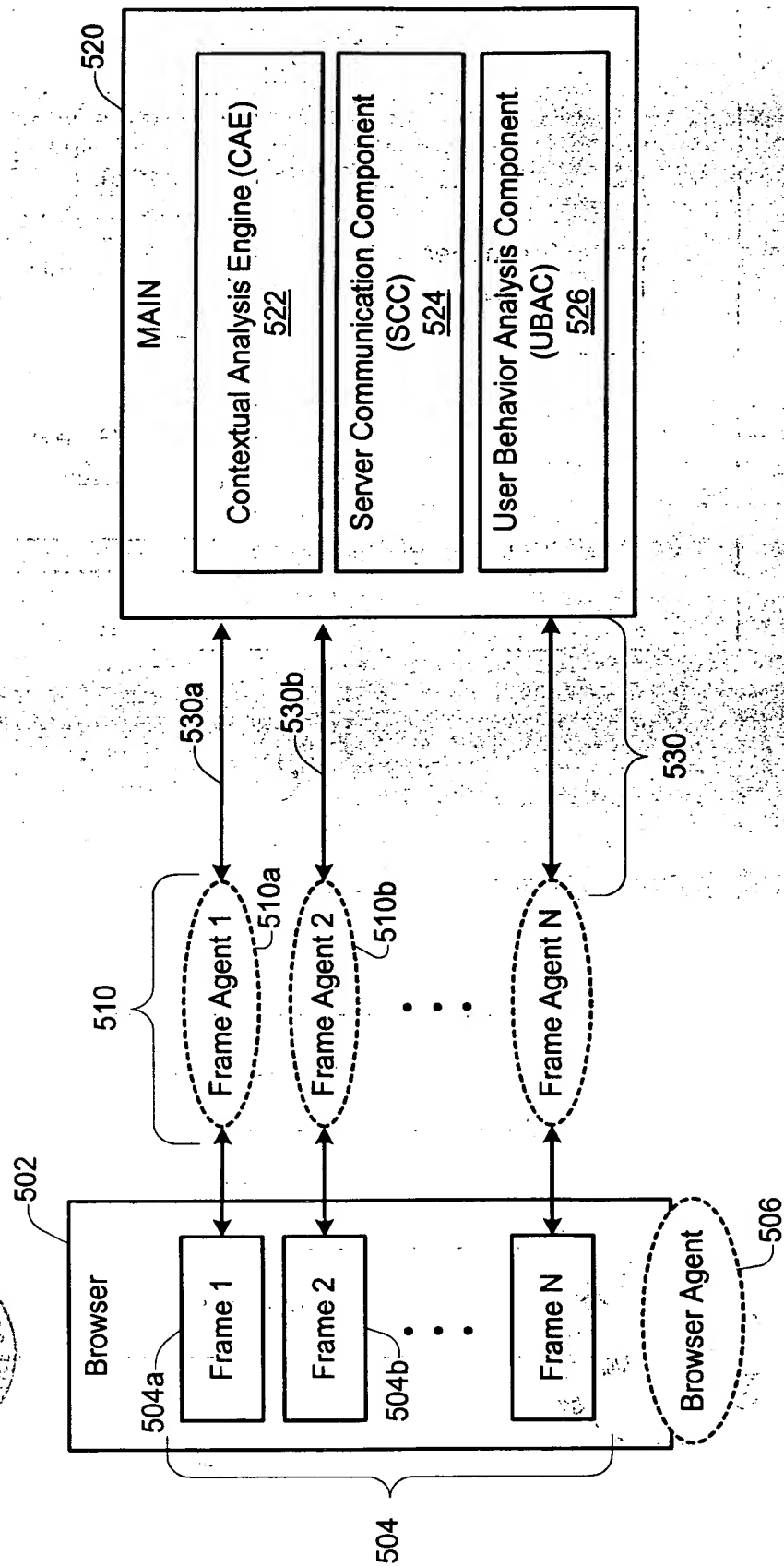


Fig. 5A



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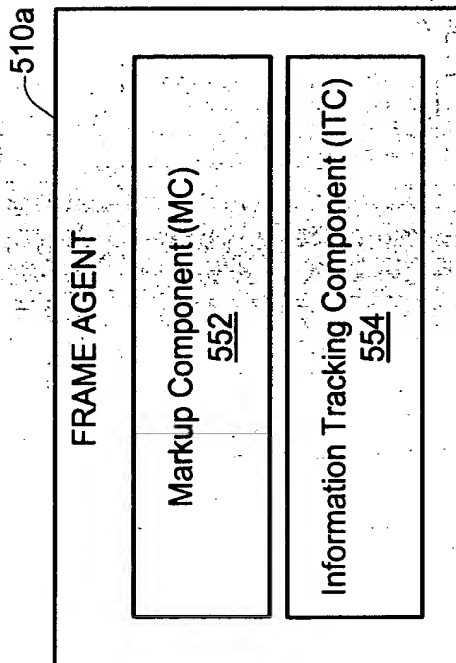


Fig. 5B



6/45

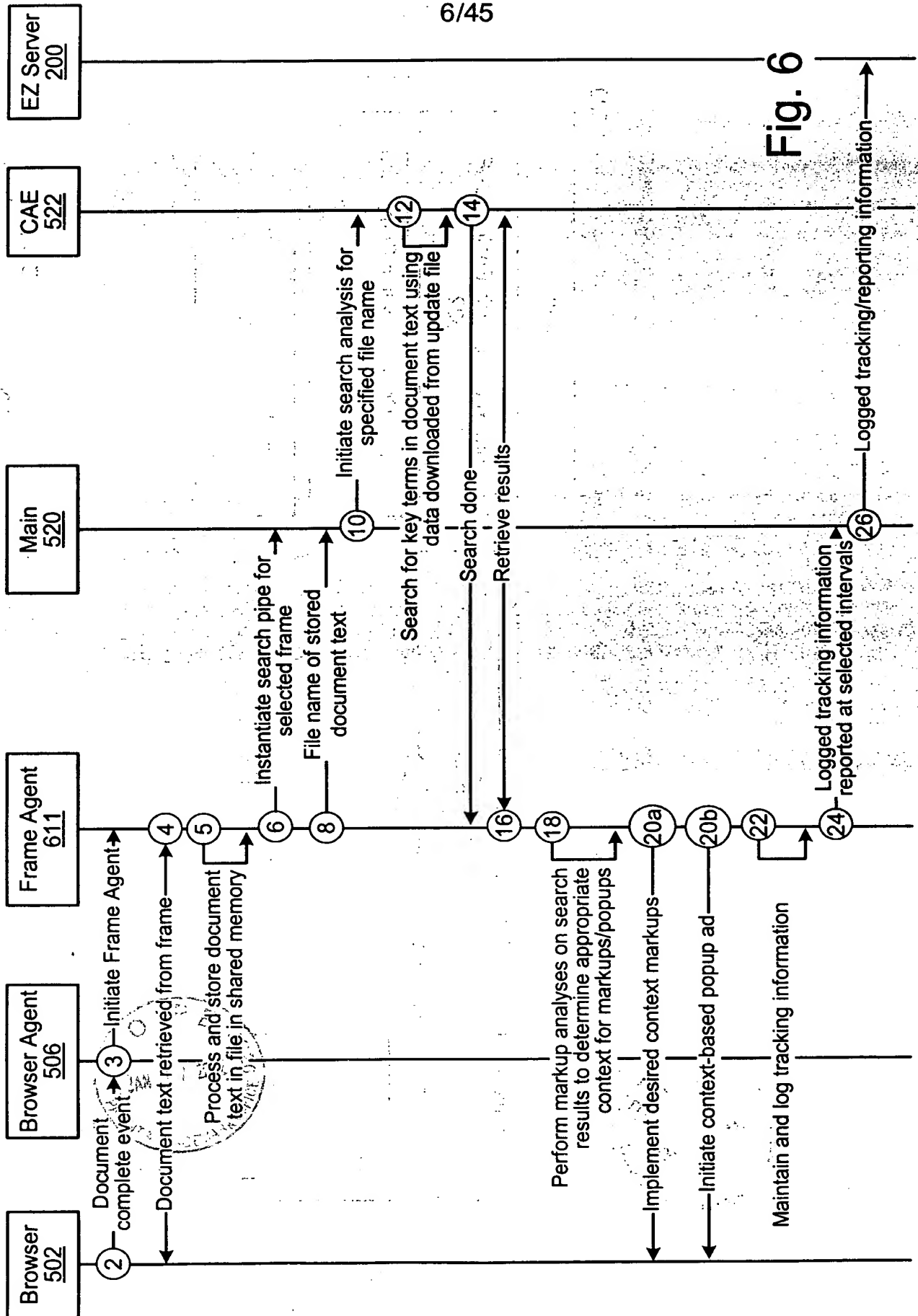


Fig. 6

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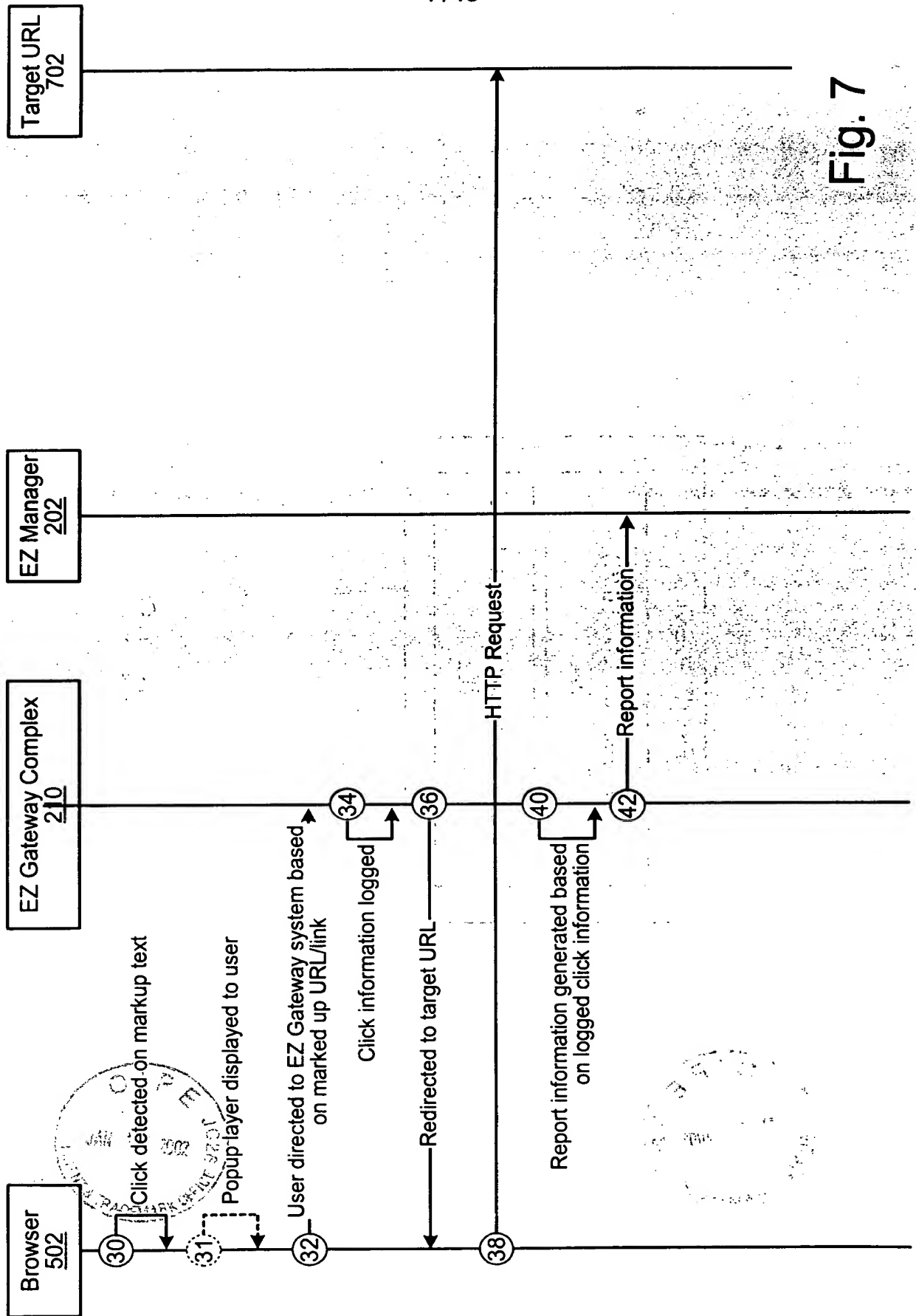


Fig. 7



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Fig. 8

802	804	806	808	812	814	816
Category ID	Category Type	Max number of underlines	Category Priority	Category Name	Restricted Site IDs	Restriction Indicator

800

Fig. 9A

902	904	906	908	912	914	916	918
Key Phrase or Title ID	Display String Type	Threshold Value	Match/Display Properties	Display String Text	Alternate Display Strings	Negative Words	Parent Category ID

900

Fig. 10

1002	1004	1006
Site ID	Site Name	Group ID

1000

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Fig. 9B

908

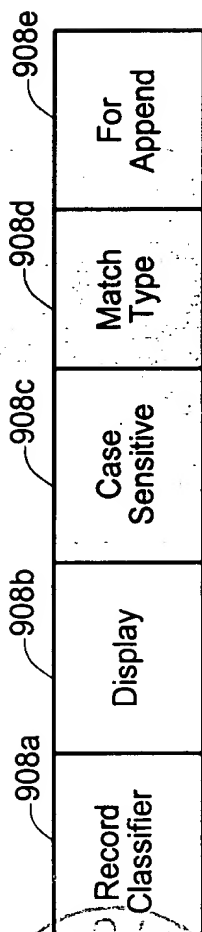


Fig. 9C

950



10/45

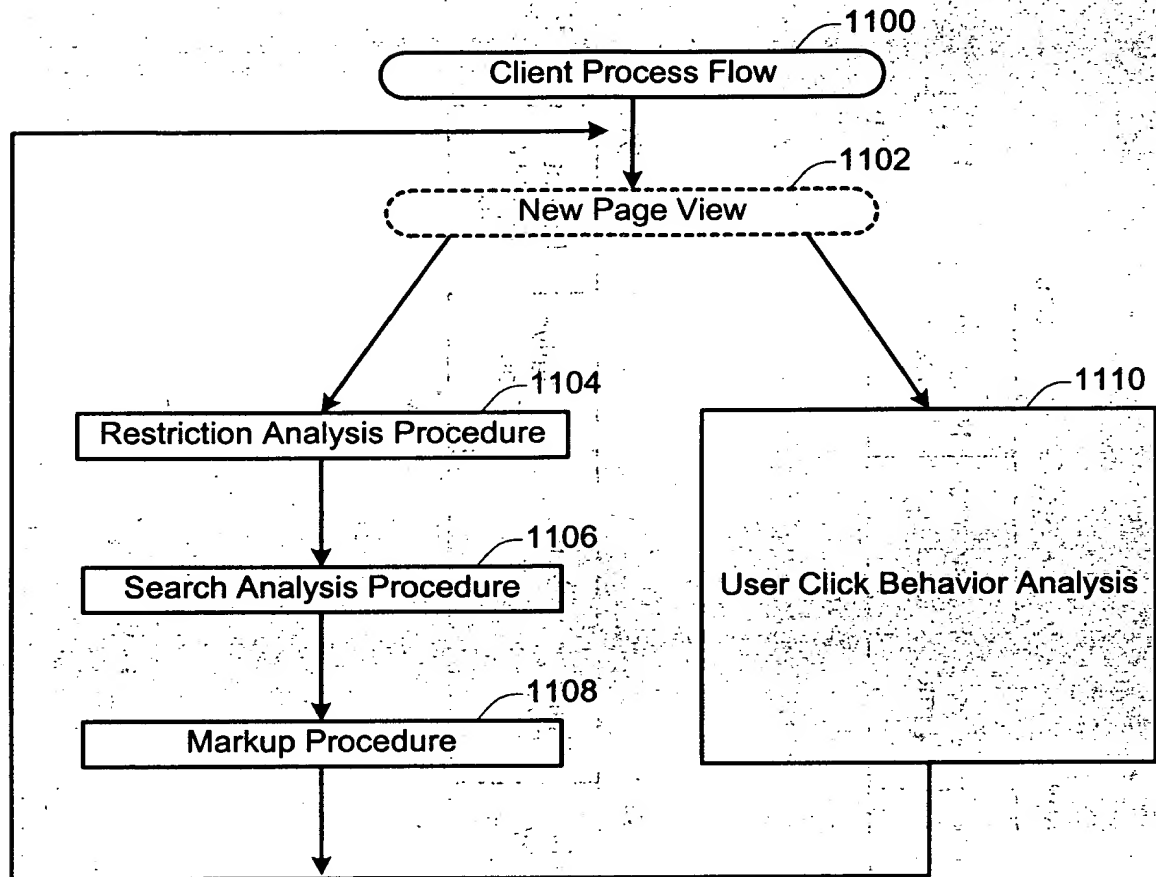


Fig. 11



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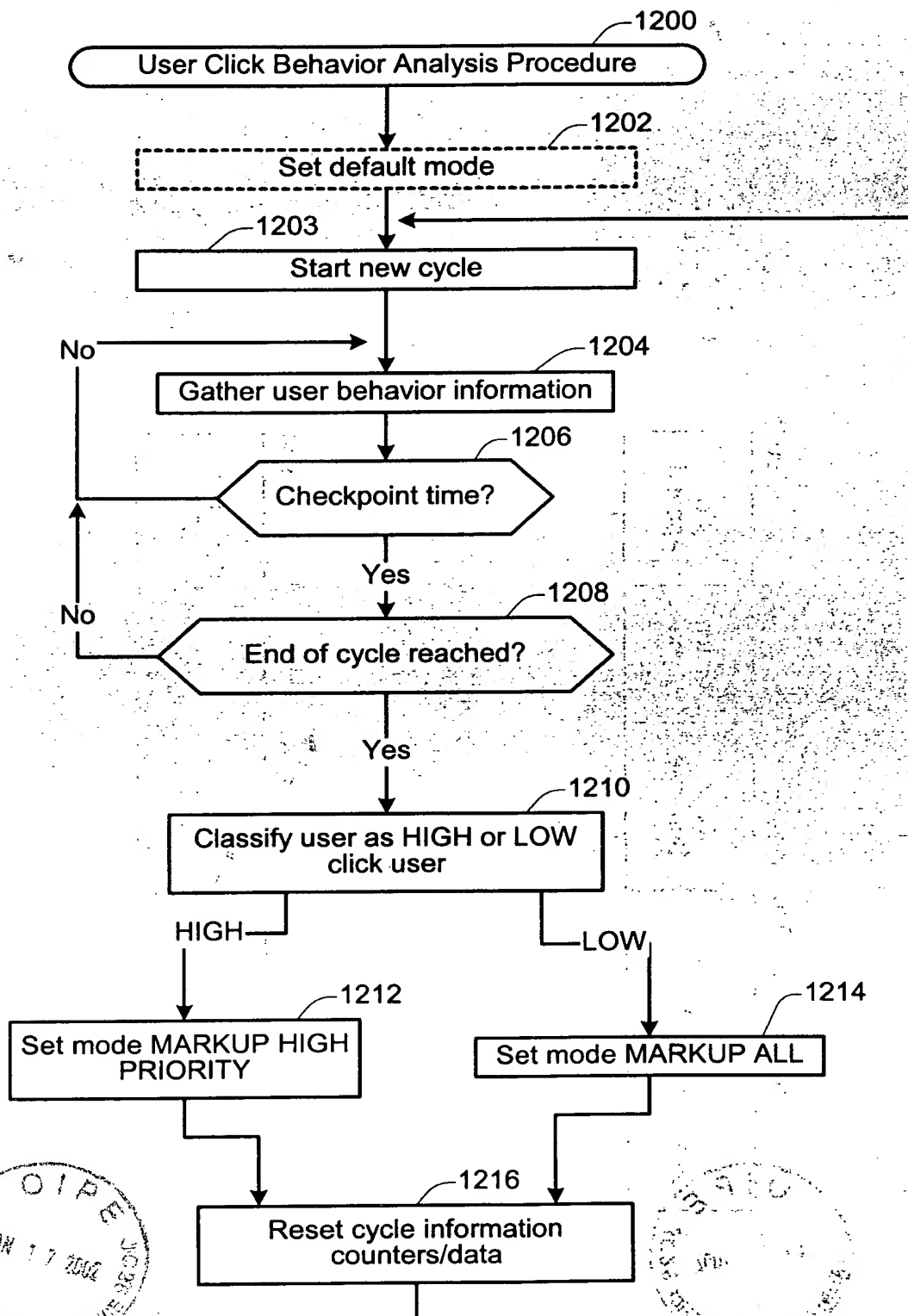


Fig. 12

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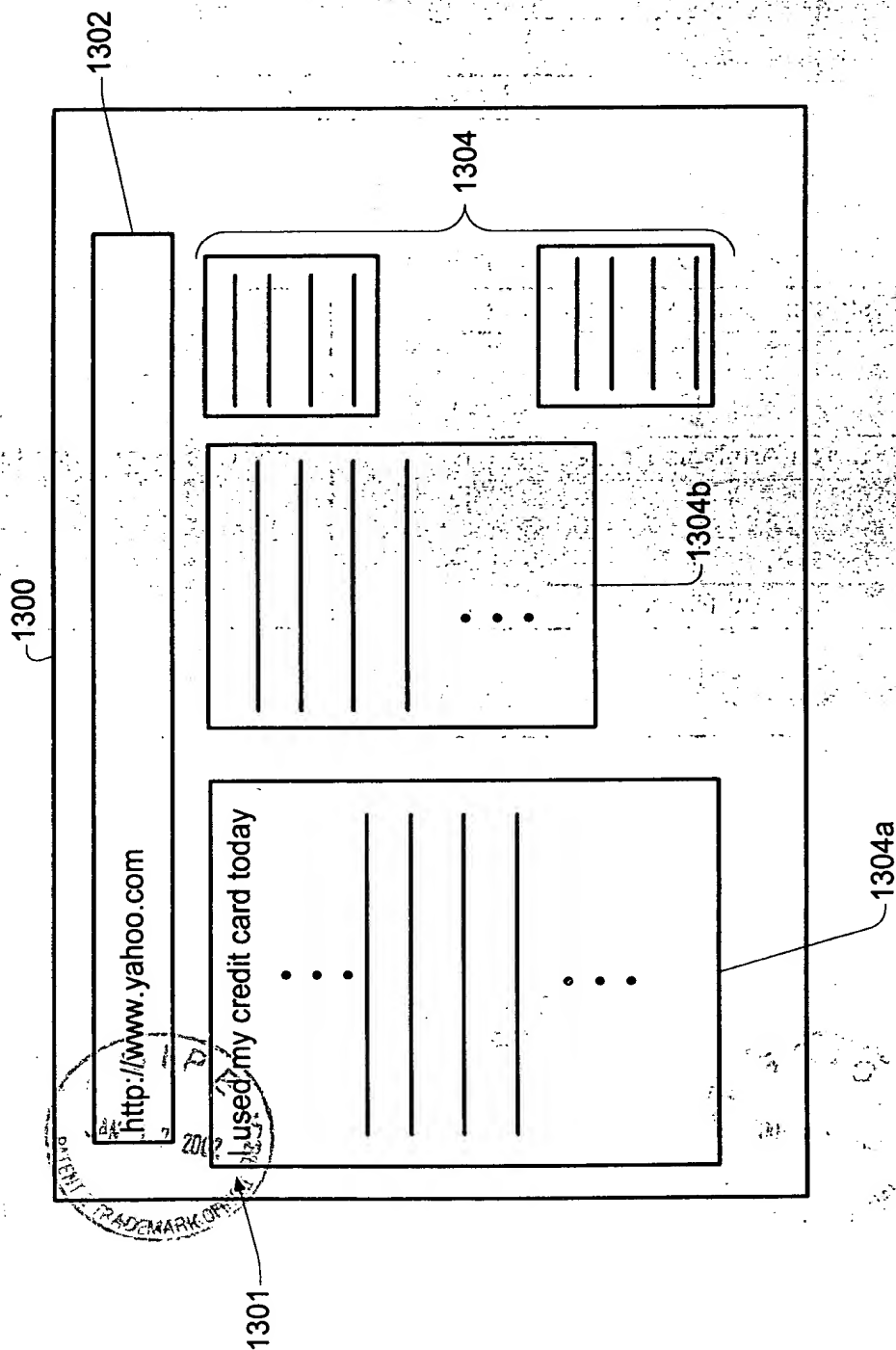
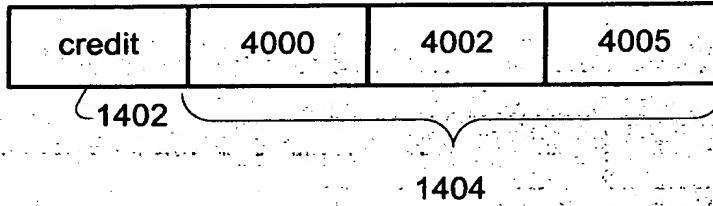


Fig. 13

13/45



1420 Fig. 14A

4000	Exact	"credit card"	100	"check"	9000	← 1442
4002	Exact	"credit check"	100		9000	← 1444
4005	Fuzzy	"credit card APR"	60	"used"	9000	← 1446

1440 Fig. 14B

5001	www.yahoo.com	2	← 1462
5002	www.cnn.com	0	← 1464

Fig. 14C

1460

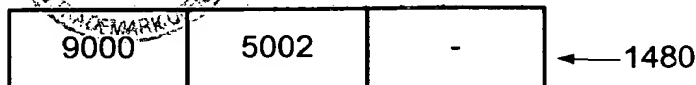


Fig. 14D

14/45

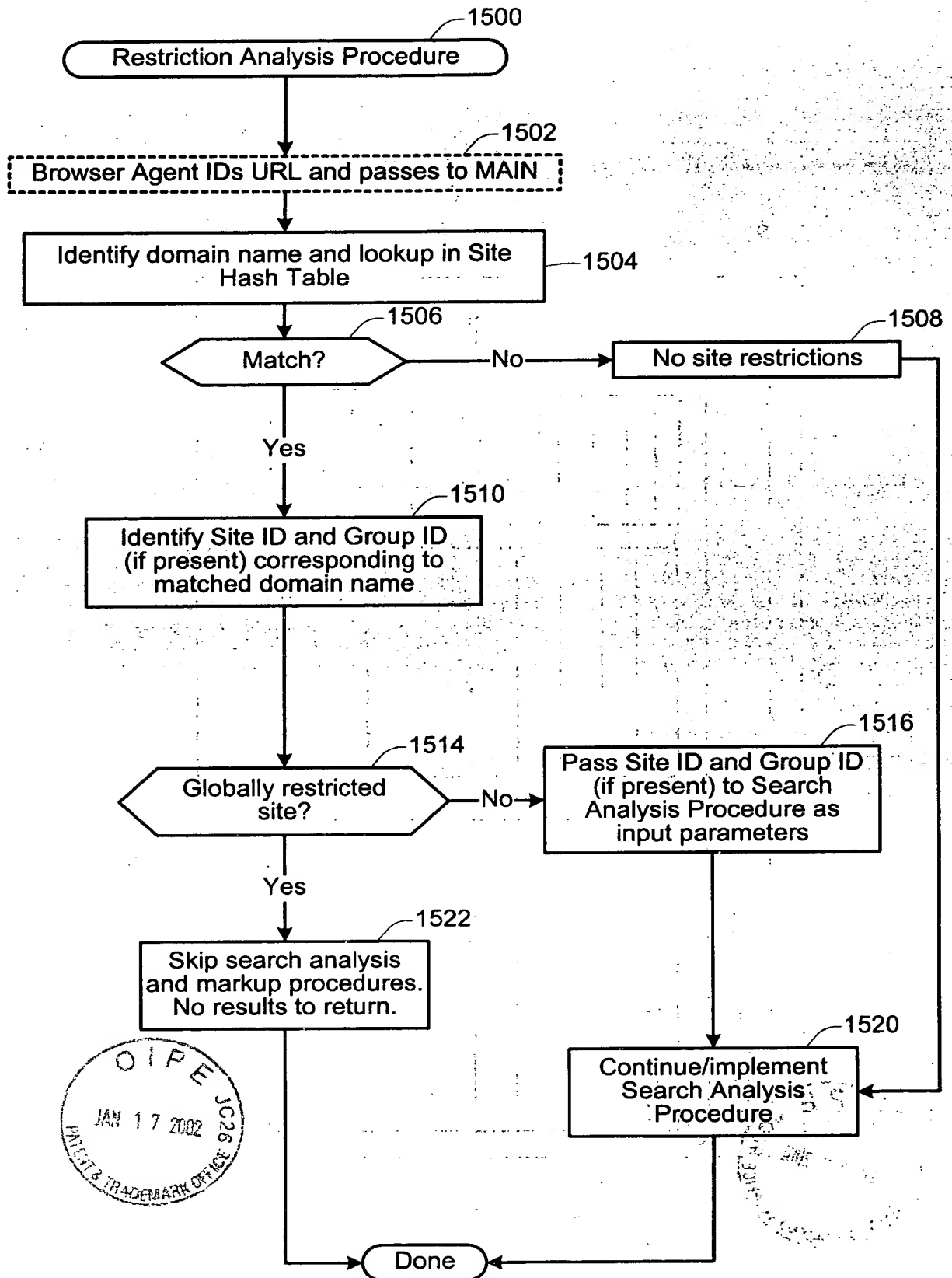


Fig. 15

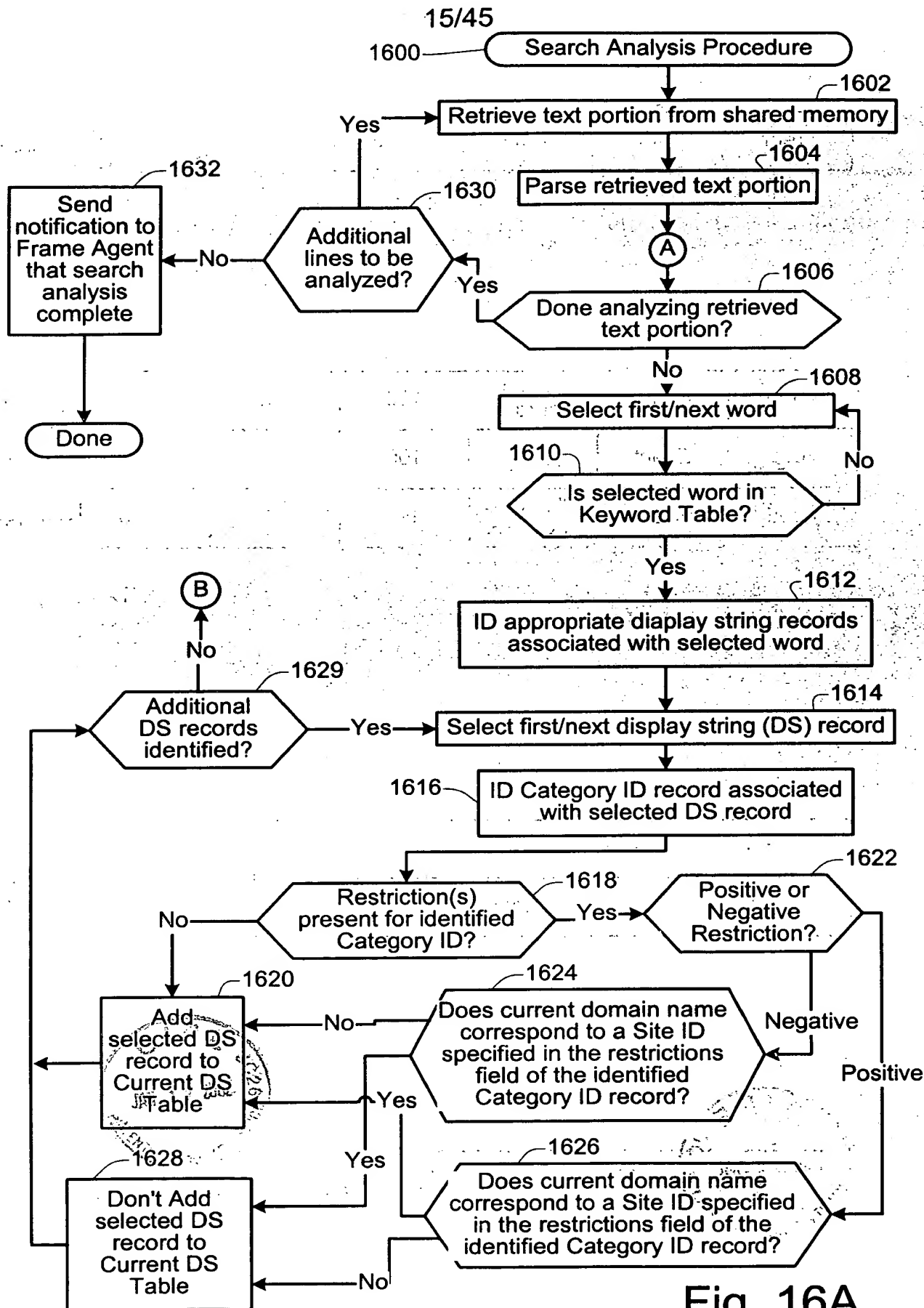


Fig. 16A



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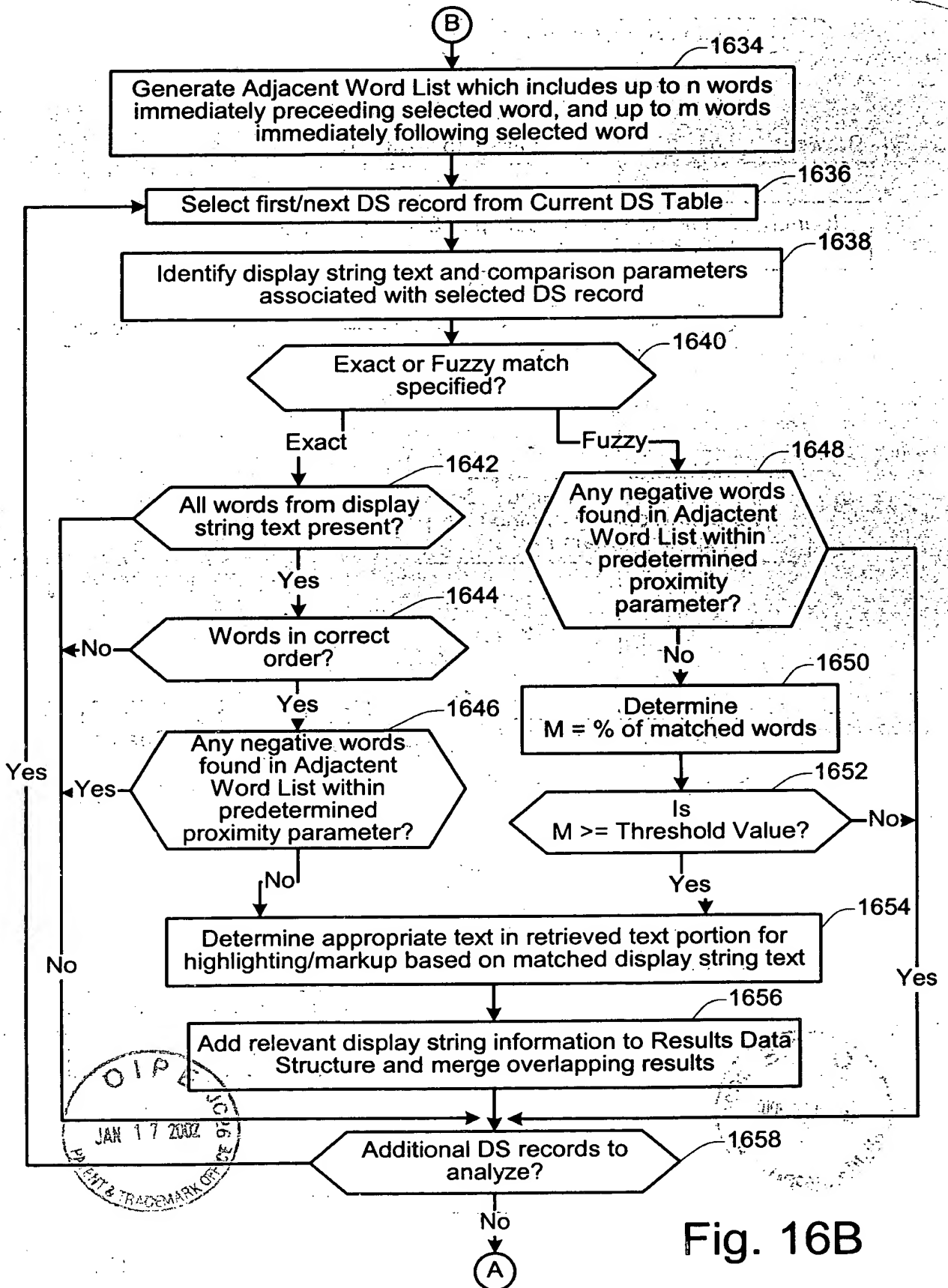


Fig. 16B

17/45

I	1
used	3
my	8
credit	11
card	18
today	23

Fig. 17A

1710

1712 1714

credit	card
x	x

Fig. 17B

1720

credit	check
x	

Fig. 17C

1730



credit	card	APR
x	x	

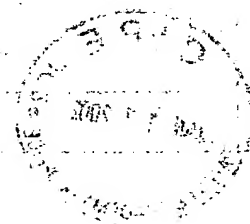
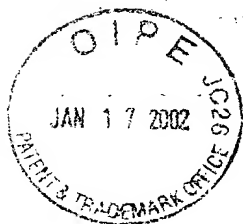
Fig. 17D

1740

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4000	Exact	"credit card"	100	"check"	9000	1772
4002	Exact	"credit check"	100		9000	1774
4005	Fuzzy	"credit card APR"	60	"used"	9000	1776

1770 Fig. 17E



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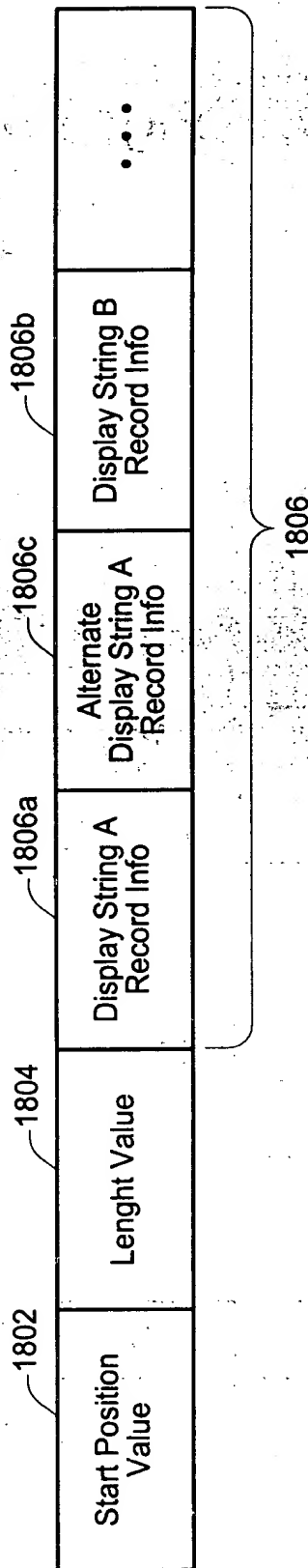
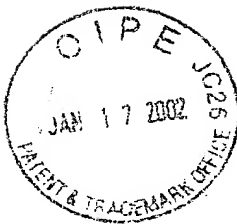


Fig. 18



20/45

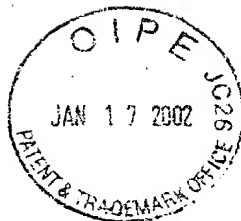
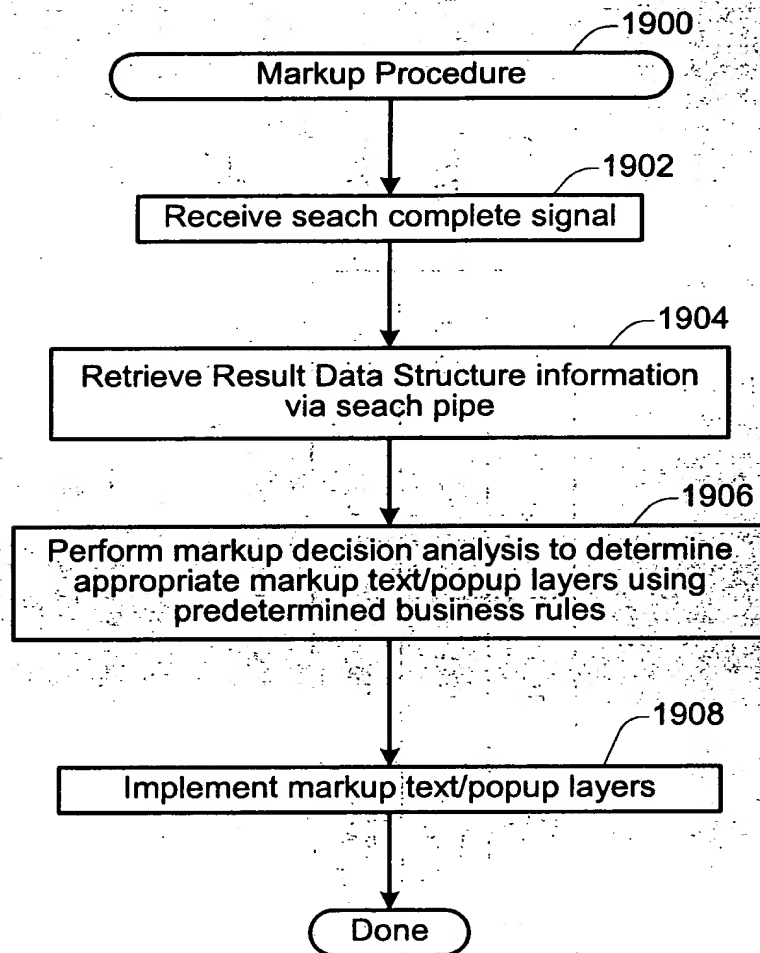


Fig. 19

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## Mortgage Products to Meet Diverse Needs

Freddie Mac provides you with a variety of mortgage products to meet all your needs.

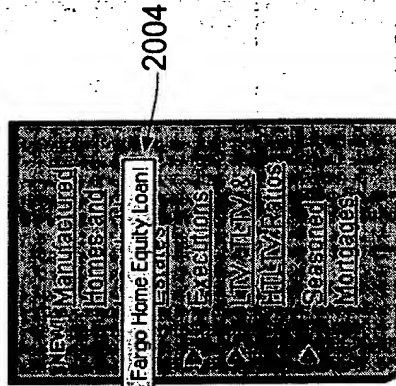
### Fixed-Rate

- Fixed-Rate Overview
- A-minus
- Affordable Merit Rate
- Alt 97
- Freddie Mac 100
- Streamlined Purchases

### Adjustable-Rate

- Cost-of-Funds Rate-Capped ARMs
- Treasury-Indexed Rate-Capped ARMs
- LIBOR Rate-Capped ARMs
- A-minus

2002



2004

2006

2000

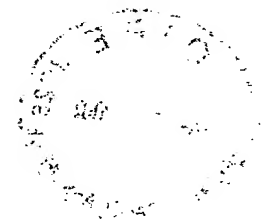
Fig. 20



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Fig. 21



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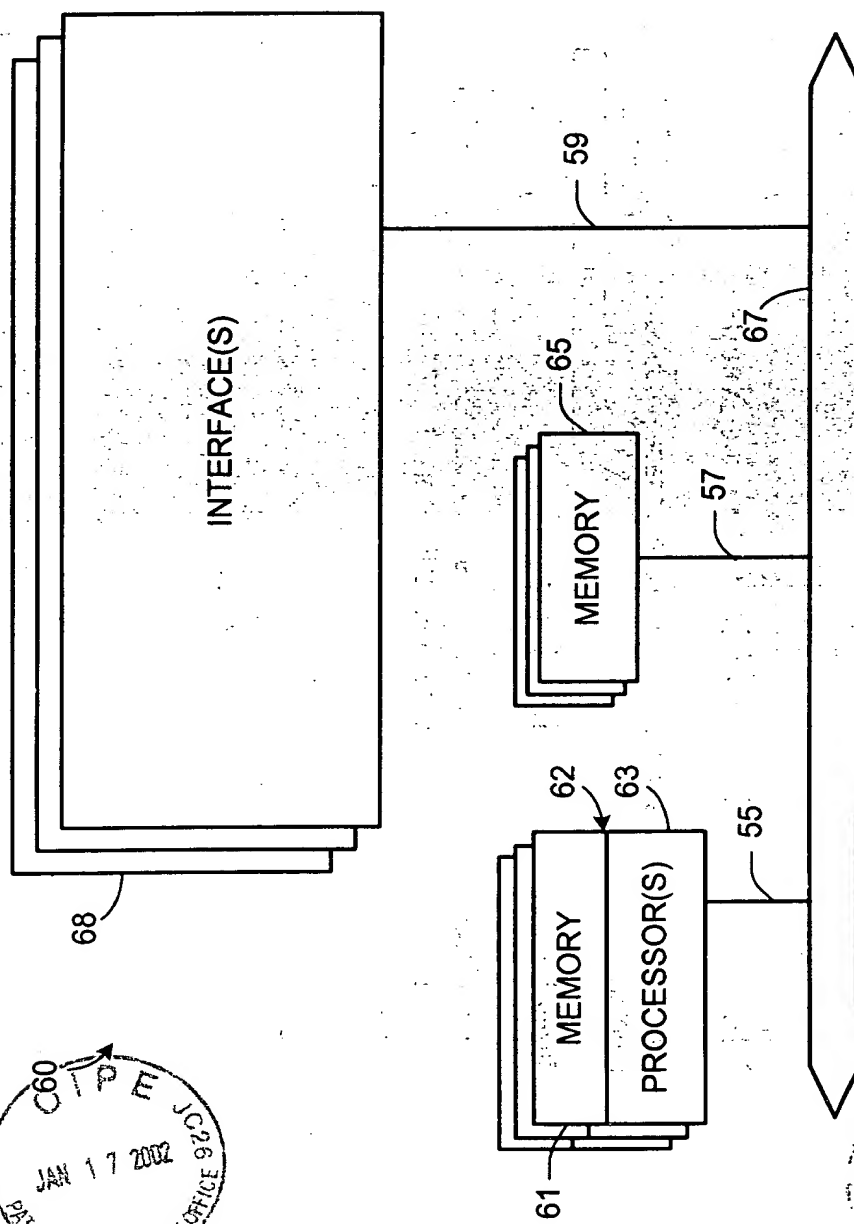
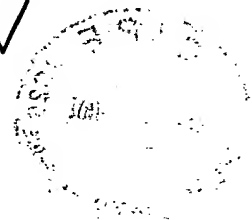


Fig. 22





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Category	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Apparel & Beauty	0.704	0.793	0.925	0.937	0.999	0.944	0.903	1.045	0.946	0.940	1.113	1.760
Automotive	0.905	0.937	1.098	1.008	1.116	1.089	1.014	1.091	0.988	0.970	0.905	0.868
Computers & Electronics	0.971	0.909	0.980	0.873	0.931	0.928	0.931	1.000	0.948	0.916	1.072	1.531
Computers & Electronics: Internet												
Directories & Search												
Employment & Careers												
Entertainment	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Books	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Ent & life	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Magazines	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Matchmaking	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Music	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Sweepstakes												
Entertainment: Toys	0.706	0.771	0.912	0.924	0.963	0.902	0.856	0.963	0.905	0.936	1.230	1.936
Entertainment: Video	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Health & Fitness												
Home & Family: Family												
Home & Family: Food	0.953	0.903	1.002	0.970	1.030	1.015	1.030	1.019	0.989	0.977	1.001	1.113
Home & Family: Home	0.828	0.810	0.977	1.069	1.198	1.112	1.039	1.067	0.998	1.039	0.953	0.896
Home & Family: Pets	0.706	0.771	0.912	0.924	0.963	0.902	0.856	0.963	0.905	0.936	1.230	1.936
Legal												
News & Politics												
Personal Finance & Banking												
Shopping	0.778	0.807	0.921	0.942	1.000	0.965	0.929	0.985	0.915	0.956	1.170	1.631
Sports												
Sports: Sportsgear	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Telecom												
Travel												

Fig. 23

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3000

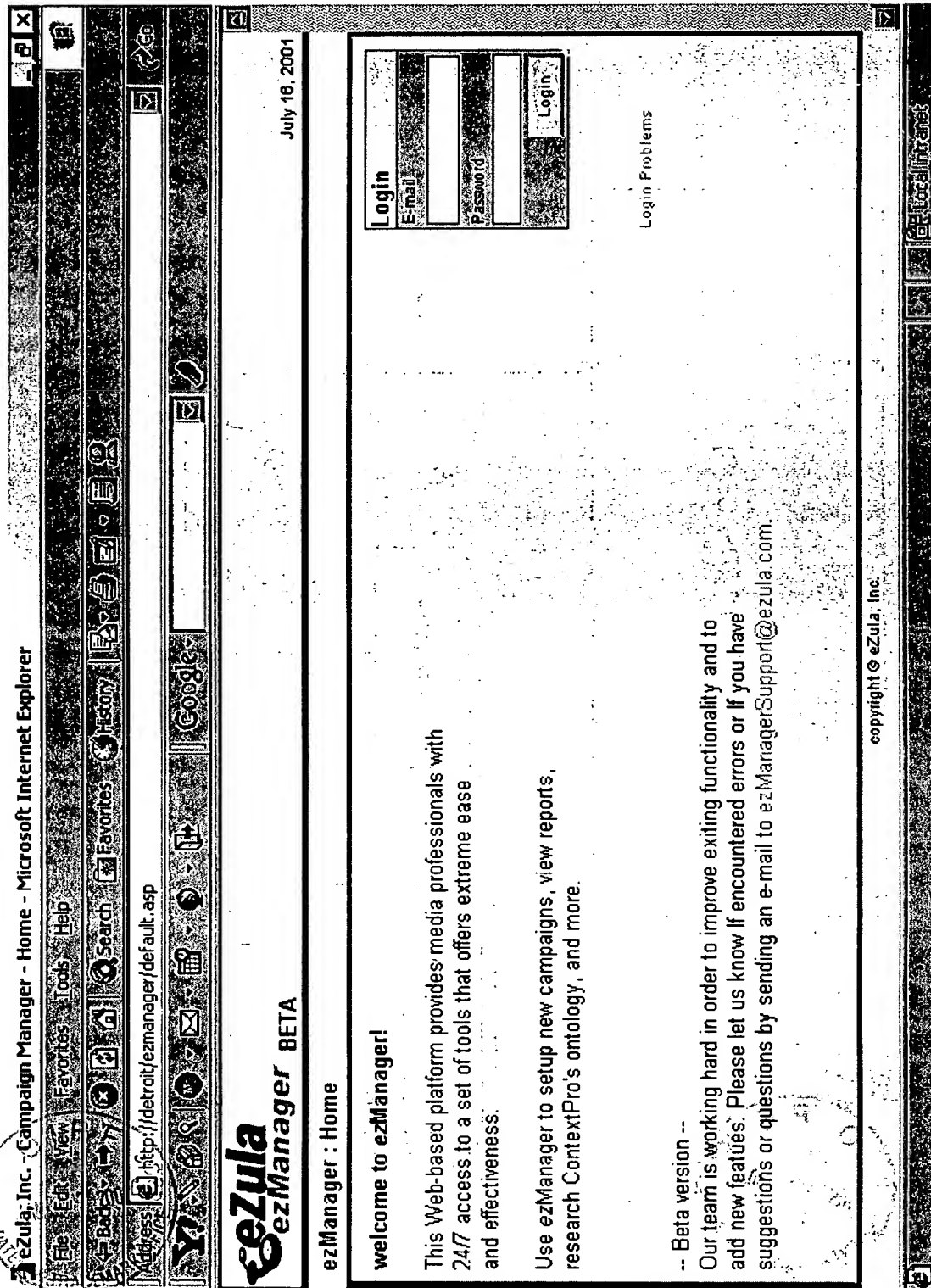


Fig. 24A

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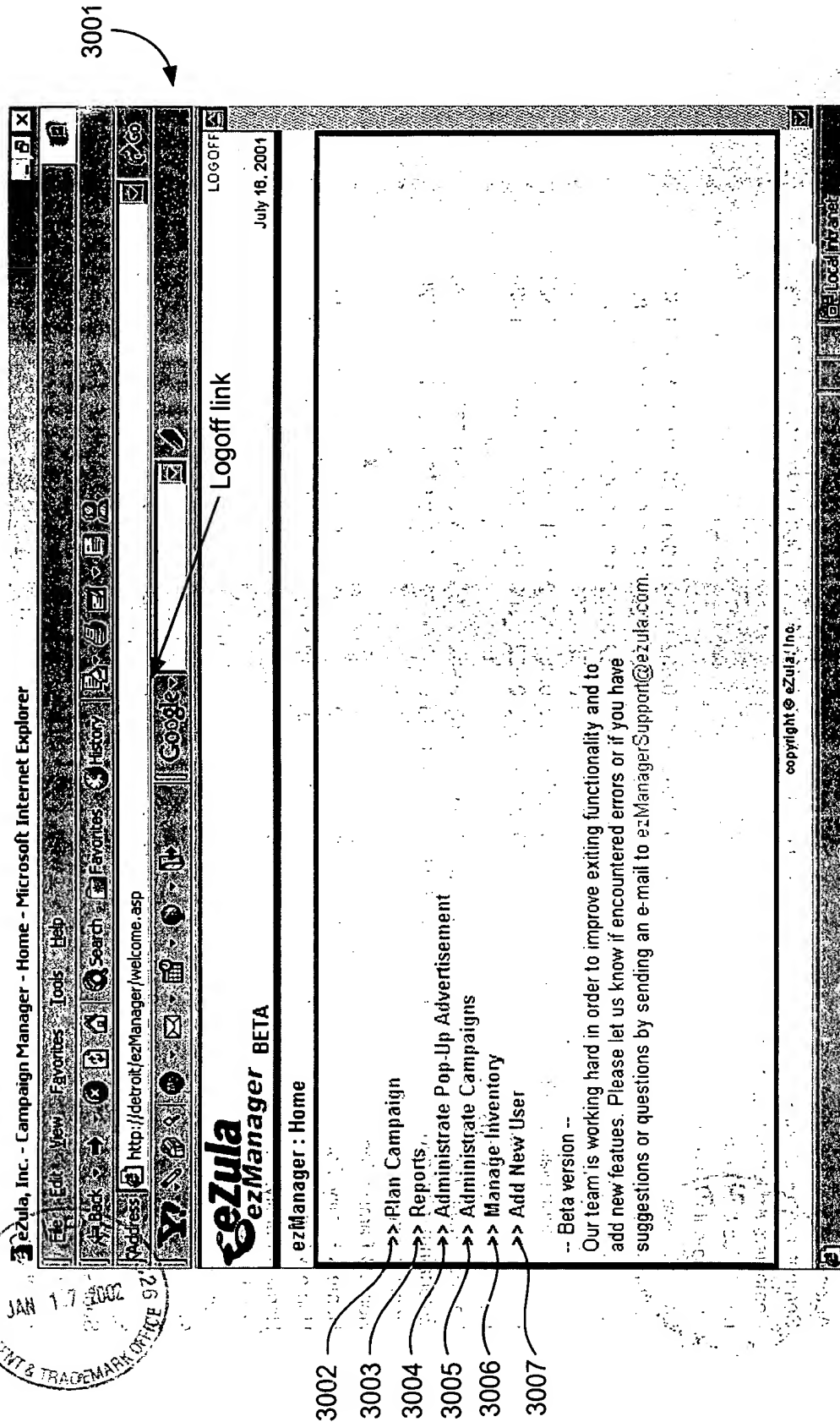


Fig. 24B

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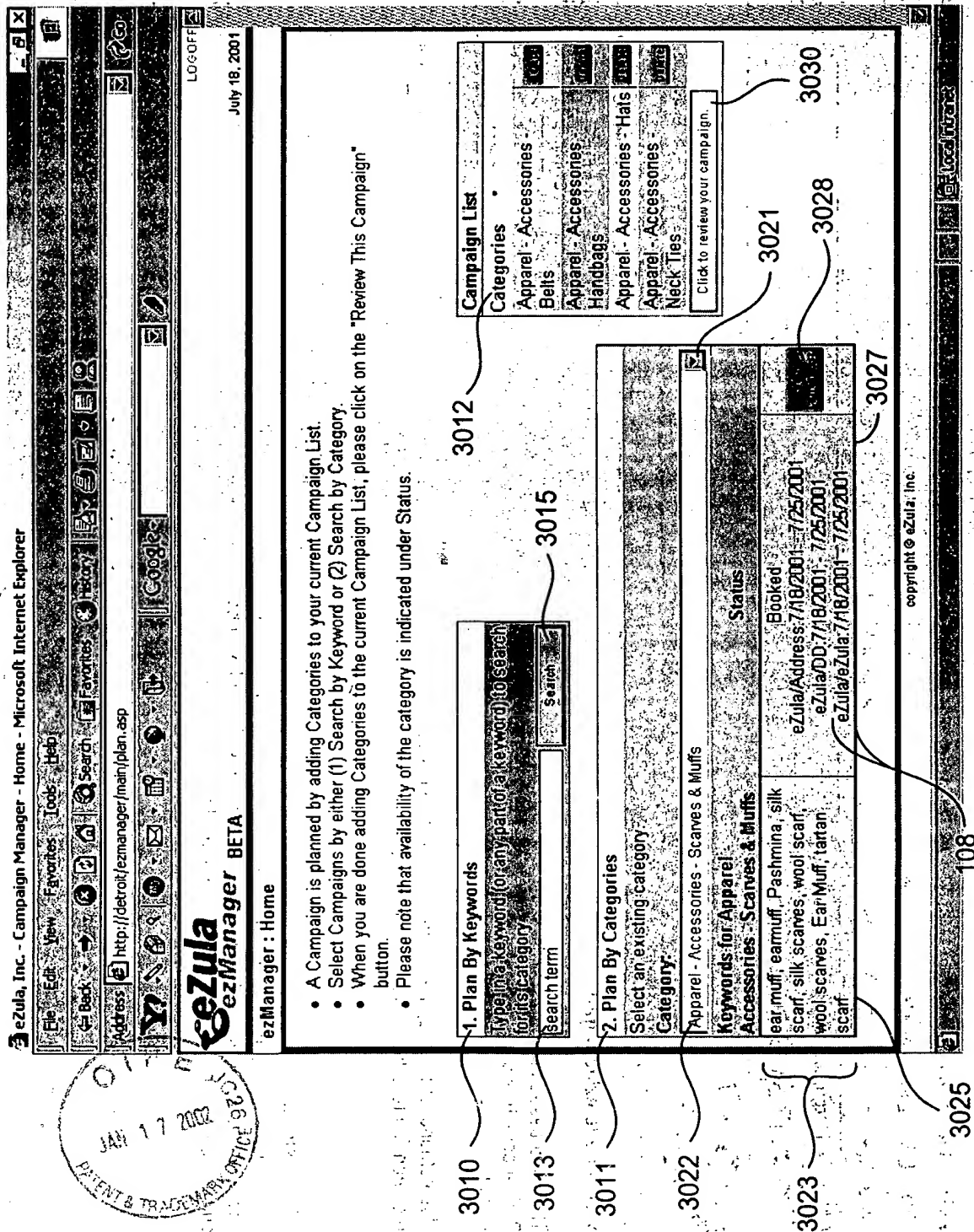


Fig. 24C

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3016

ezula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://detroit.ezManager/Main/SearchResults.asp?SearchString=clothing

LOGOFF July 2, 2001

3018

ezula  
ezManager BETA

ezManager : Search Results

Search results for 'clothing'

Clothing Search Days: 7 Total: 364

Select Categories for your campaign or wish list.

Categories Status

Babylon: 14, Imesh: 0, LingoWare: 59, Sum: 73

Apparel

Active Wear, Activewear, Boys Apparel, Boy's Apparel, Cardigan Sweater, Careerwear, Casualwear, clothing, clothing Company, crew neck, Dresswear, Girls Apparel, Girl's Apparel, Khakis, Knit Shirt, Mens Apparel, Men's Apparel, New Clothes, Turtleneck, Twinset, VNeck Sweater, Womens Apparel, Women's Apparel

Babylon: 4, Imesh: 42, LingoWare: 6, Sum: 52

Apparel - Hawaiian

Aloha Shirt, Hawaiian Clothes, Hawaiian clothing, Hawaiian Shirt, Straw Hat

Babylon: 39, Imesh: 11, LingoWare: 27, Sum: 77

Apparel - Work Clothes and Uniforms

Uniforms, Work Clothes, Work clothing

Back to Category List

3017

3016

Campaign List

Categories

Apparel - Hawaiian

Click to review your campaign.

3013

01 P E  
JAN 17 2002  
PATENT & TRADEMARK OFFICE 922

copyright © ezula, Inc.

Fig. 24D

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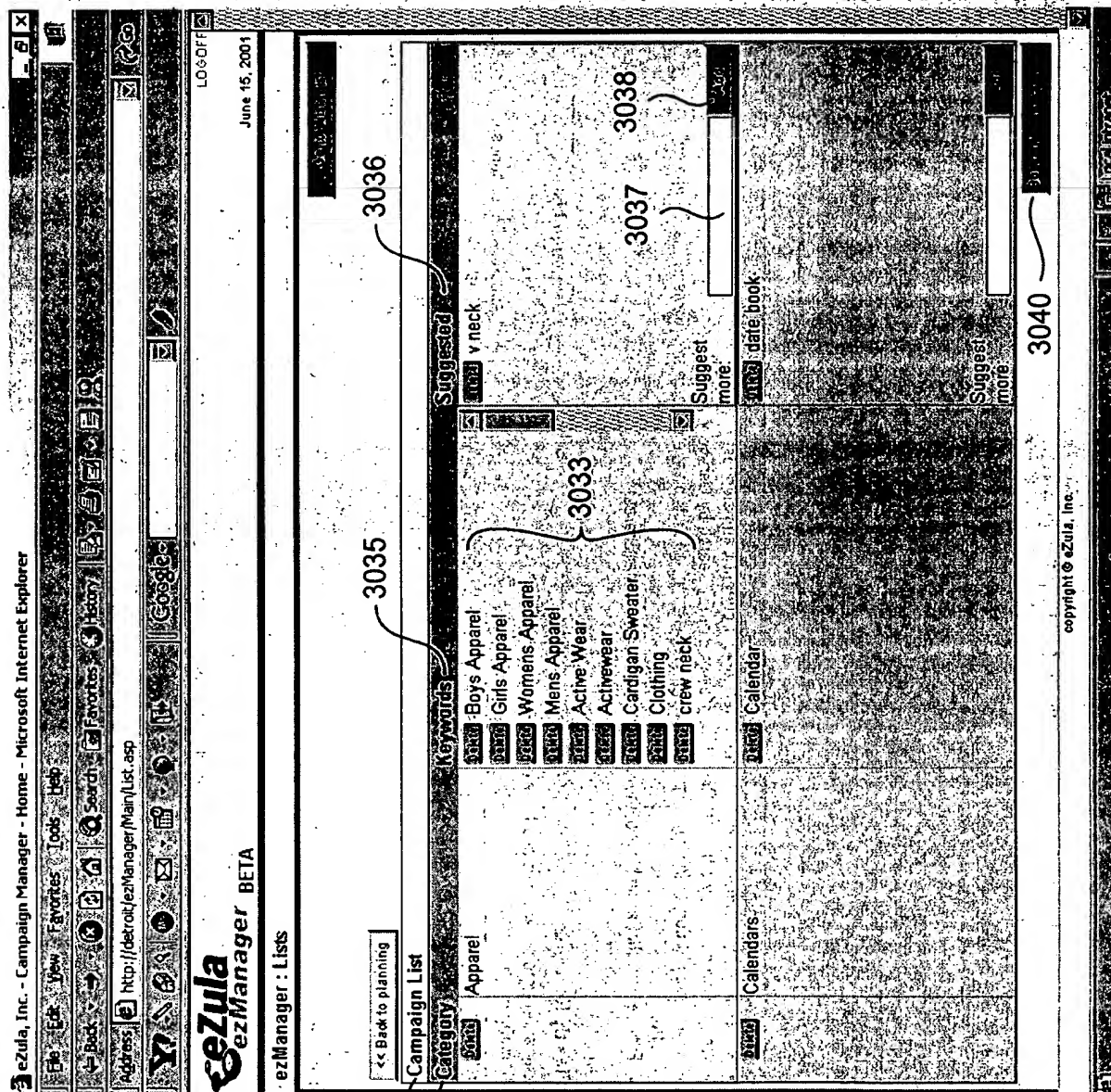


Fig. 24E



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ezZula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://detrol/ezManager/Main/Book.asp

LOGOFF July 2, 2001

## ezZula ezManager BETA

ezManager : Book a Campaign

### Campaign Properties

- Please enter the Title and URL destination for each category, then press 'update'.
- If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

Book a Campaign	Categories Keywords	Destination Title	Destination URL
Apparel Accessories	Ear Muffs, Pashmina, silk scarf, silk scarves	3043	http:// 3047
Apparel Hawaiian	Aloha Shirt, Hawaiian Shirt, Hawaiian Clothing, Hawaiian Clothes	3045	http:// 3048
Apparel Work Clothes and Uniforms	Work Clothing, Uniforms, Work Clothes	3046	http:// 3049
Art Galleries	Art Collecting, antique collecting, art galleries, art gallery, fine art, Impressionist Art, Lithographs, art	3044	http:// 3050

copyright © ezZula, Inc.

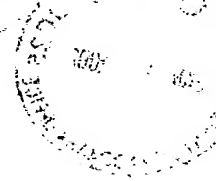


Fig. 24F

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3055

ezula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History Google

Address http://detroit/ezManager/Main/Book.asp#1071

3045

• If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

**Book a Campaign**

Categories	Keywords	Destination Title	Destination URL
Apparel - Necktie, Neck Tie, Accessories bow tie, bowtie, Neck Ties power tie, tie pin, tiepin	Neck Ties (maximum 255 characters)	Neck Ties (maximum 255 characters)	http://www.neckties.com/ (maximum 255 characters)

3046 3047

**Campaign Properties**

**Campaign Name:** Your Campaign Name

**Begin (at least 24 Hours from now):** July 20 2001

**End Date:** July 27 2001

**Number of Clicks:** 10000

**CPC:** \$ 0.50

**Name:** Jonathan Knoll

**Partner:** ☒ ezula

**Agency:** The Agency

**Advertiser:** The Advertiser

**Publisher:** ☒ ezula ☐ Address ☐ DD ☒ Web3K ☒ KaZaA ☐ eAccel

**Campaign Notes:** Restricted Publishers  
Restricted Sites (including advertiser's)

3056 3057 3060

Activate Campaign

copyright © ezula, Inc.

Local Internet



Fig. 24G



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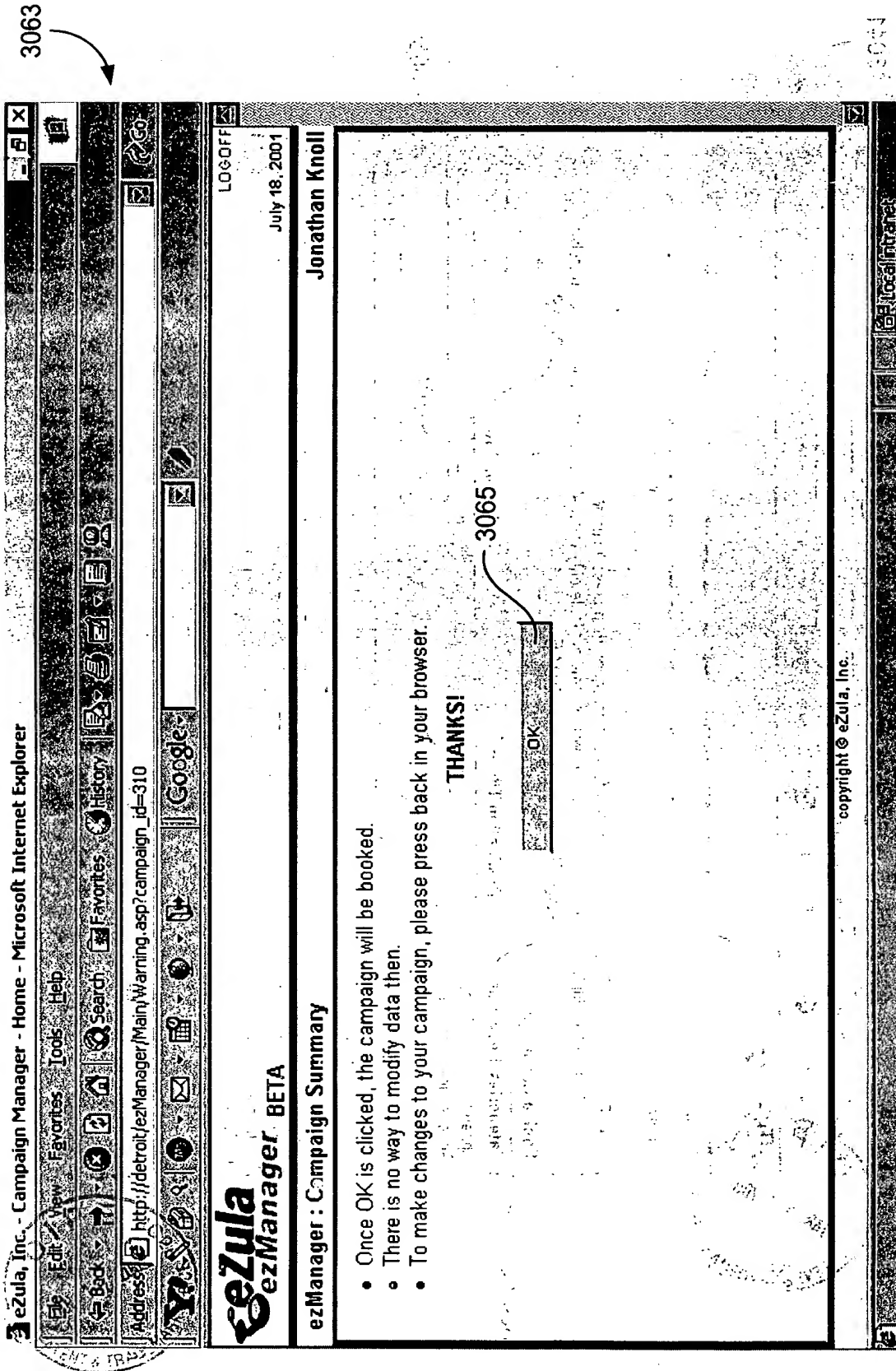


Fig. 24H

33/45

3066

ezZula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address: http://detroit.ezmanager/main/summary.asp?campaign\_id=310&book=6&kw=1063&keywords=View+Keywords

ezZula  
ezManager BETA

Logout  
July 18, 2001  
Jonathan Knoll

Campaign Summary

Campaign Summary for Campaign #310: Your Campaign Name

Campaign Manager:	Jonathan Knoll
Partners:	ezZula
Publishers:	DD, Web3K, KaZaA, eAccel
Agency:	The Agency
Advertiser:	The Advertiser
Begin Date:	7/19/2001
End Date:	7/26/2001
Duration:	7 days
CPC:	0.6
Number of Clicks:	10000
Notes:	- Restricted Publishers - Restricted Sites (including advertisers)

Keyword List

Calendar
april*
august*
december*
february*
january*
july*
june*
march*
may*
november*
october*
september*

3068

Category Information

Category:	Calendars
Booked For:	DD, eAccel, KaZaA, Web3K
Category:	Computing - Downloads - IM
Booked For:	Address, DD, eAccel, ezZula, KaZaA, Web3K

Book Campaign

Your Campaign has been booked!

Book Another Campaign

copyright © ezZula, Inc.

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Fig. 241

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ezZula, Inc. - Campaign Manager - Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites History

Address: http://detroit/ezManager/main/Book2.asp?campaign\_id=54

Google

LOG OFF

July 2, 2001

**ezZula**  
**ezManager** BETA

ezManager : Book a Campaign

The Requested Time of this Campaign conflicts with another campaign for the following Categories. 3071

Conflicting Categories: 7/3/2001 - 7/10/2001

Category	Partner/Publisher	Booked Date	
Apparel - Accessories Sunglasses - 1047	Cydoor/Babylon	6/27/2001 - 7/4/2001	Delete From List <input checked="" type="checkbox"/>
Apparel - Accessories Sunglasses - 1047	Cydoor/Imesh	6/27/2001 - 7/4/2001	Delete From List <input checked="" type="checkbox"/>
Apparel - Accessories Sunglasses - 1047	Cydoor/LingoWare	6/27/2001 - 7/4/2001	Delete From List <input checked="" type="checkbox"/>
Apparel - Work Clothes and Uniforms - 1053	Cydoor/Babylon	6/27/2001 - 7/4/2001	Add to Wish List <input checked="" type="checkbox"/>
Apparel - Work Clothes and Uniforms - 1053	Cydoor/Imesh	6/27/2001 - 7/4/2001	Add to Wish List <input checked="" type="checkbox"/>
Apparel - Work Clothes and Uniforms - 1053	Cydoor/LingoWare	6/27/2001 - 7/4/2001	Add to Wish List <input checked="" type="checkbox"/>

Please select between the following options:

1. Delete category from this campaign for conflicting publishers.
2. Delete category from this campaign for conflicting publishers; and add to Wish List.
3. Go back and modify Campaign Properties (some information will be lost).

3070

3072

Continue

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Fig. 24J

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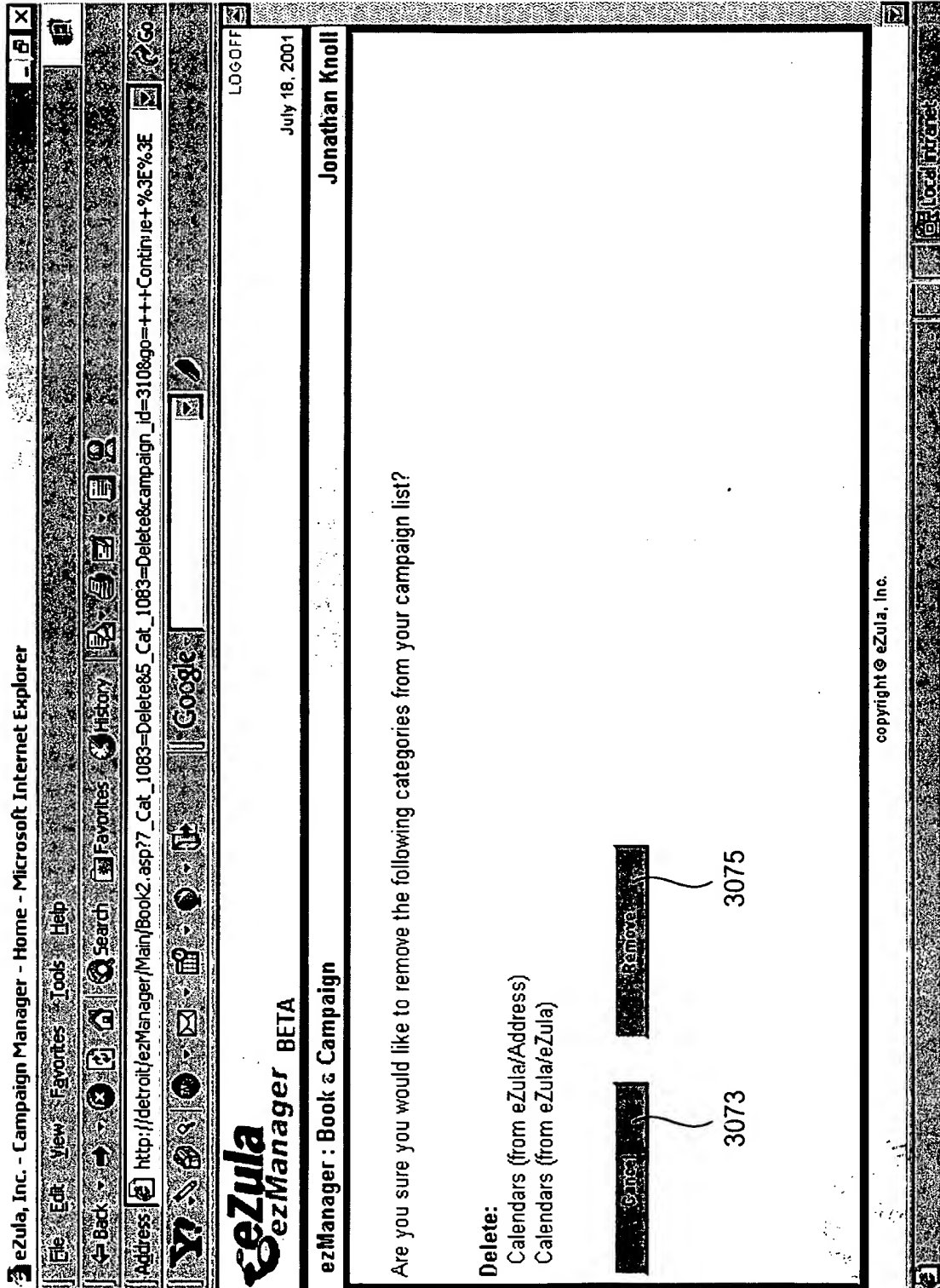


Fig. 24K

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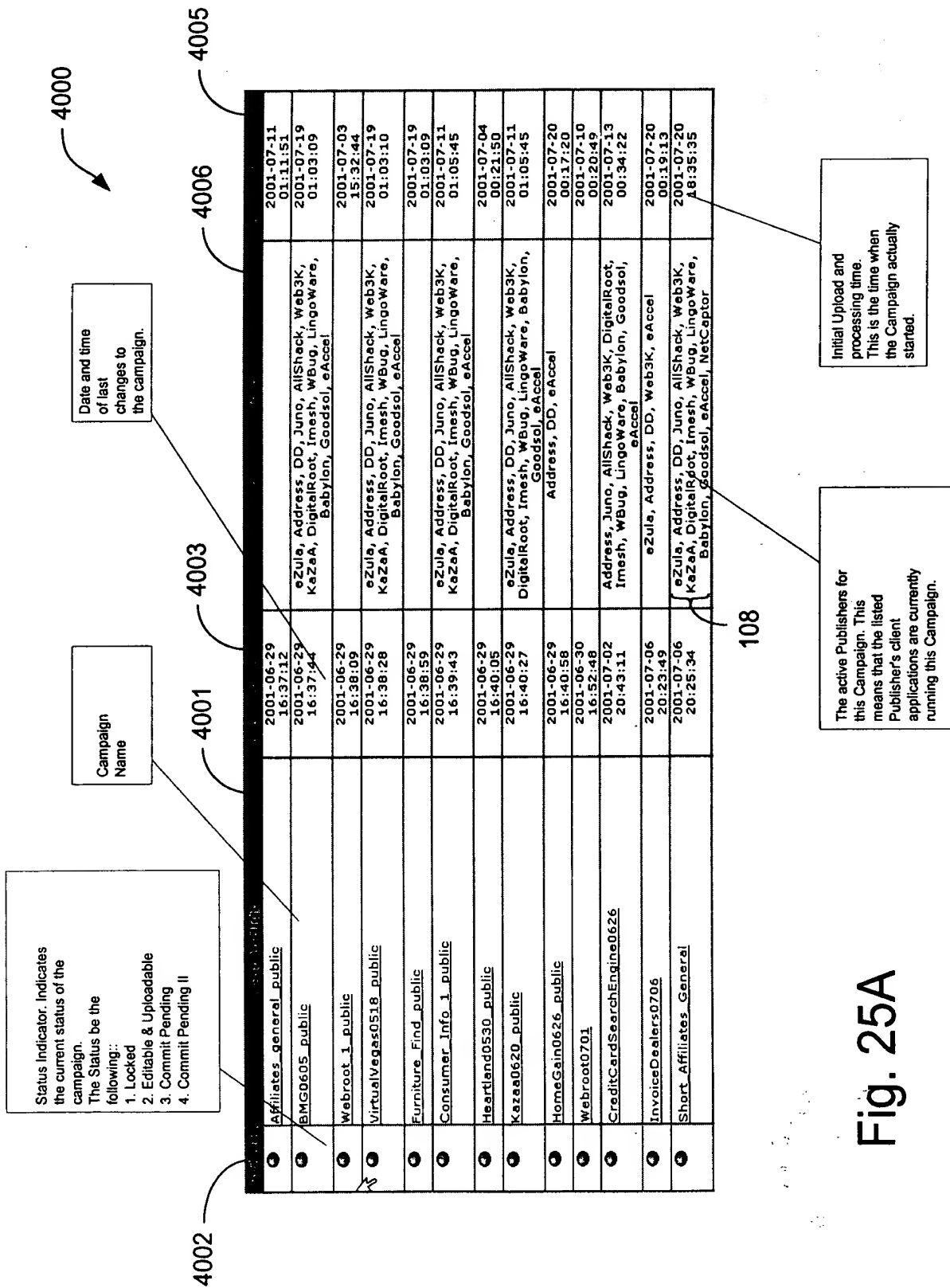
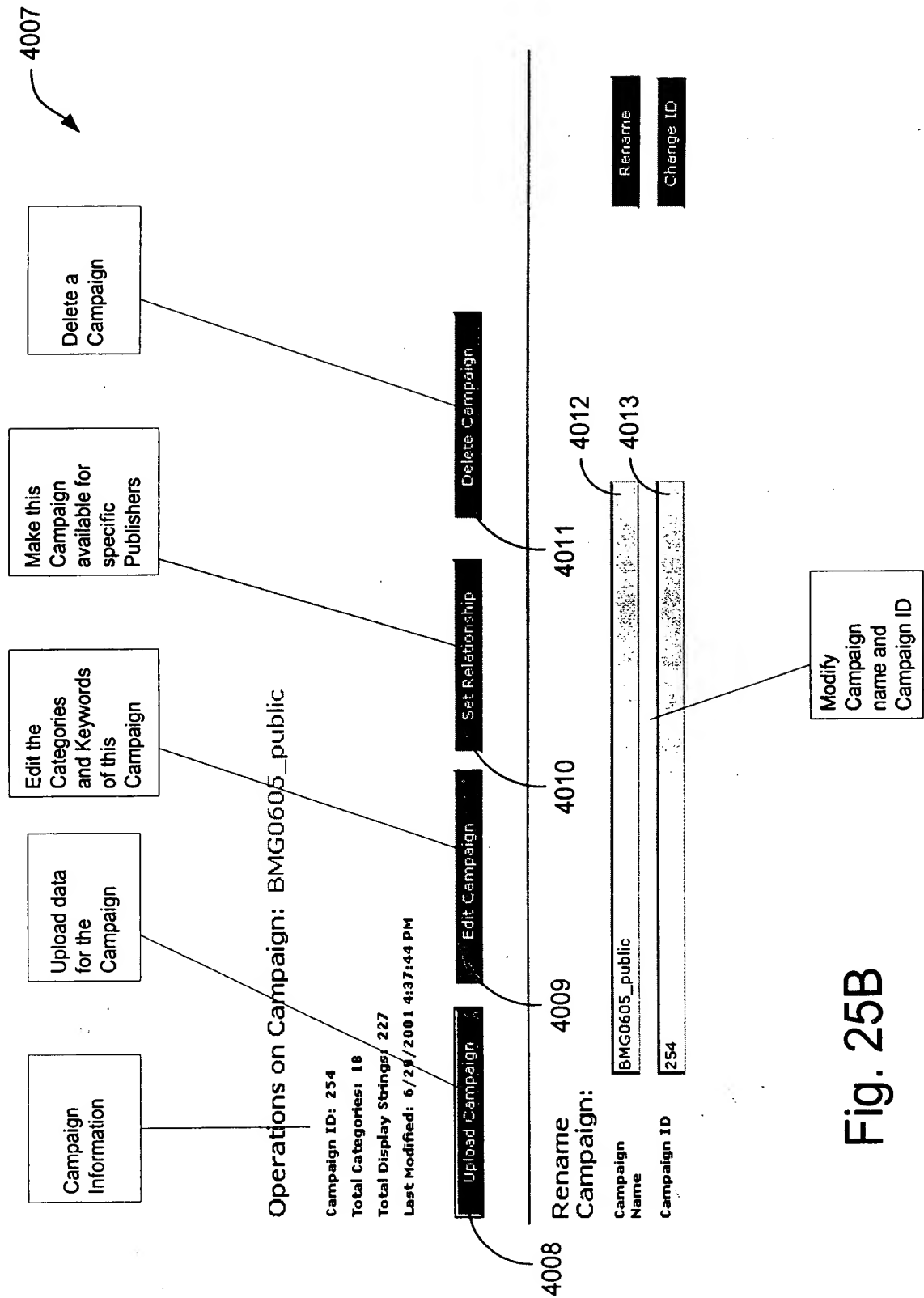
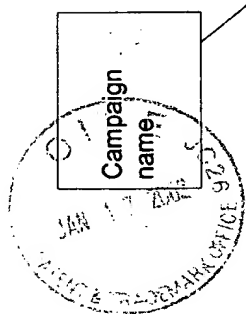


Fig. 25A

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 Campaign name

View Categories Starting With: All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Non-Letter

Click for Category Properties

Click to manage keywords

4015

4016

4017

Edit campaign: BMG0605\_public

Edit Category	Edit keywords of the category
Music - Styles Classical	Keywords
Music - Styles Discount	Keywords
Music	Keywords
Music - Artists	Keywords
Music - Artists - Beatles	Keywords
Music - Artists - Enya	Keywords
Music - Styles Jazz	Keywords
Music - Artists - Madonna	Keywords
Music - Club	Keywords
Music - Styles Country	Keywords
Music - Styles Rock	Keywords
Music - Styles Rap Hip Hop	Keywords
Music - Styles Pop	Keywords
Music - Styles Soul	Keywords
Music - Styles Alternative	Keywords

Move First Previous Next Move Last Records 1 to 15 of 18

Fig. 25C

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**Edit Category Properties**

Category: Music - Styles Classical

Current Site: [www.bmgmusicservice.com](http://www.bmgmusicservice.com)

EDIT

Limit per page: 3

Priority: 100

Site: To change: select a new site from the list  
 Sites:   
 OR  
 Add a new site (<http://www.site.com>)

Site logic: ☐ Unchecked: This category will NOT show in this site  
☐ Checked: This category will ONLY show in this site

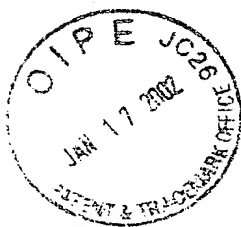
Save Changes

**Callout Boxes:**

- Category name and the destination site
- Limits per page for words from this category
- Priority to follow for words from this category
- Site Logic - show or do not show this category on the specified site(s)
- Select Site from list or add new Site

4025

Fig. 25D





40/45

Shows the keywords for the specified category

4030

4032

4033

Edit Display Strings for Category : Music - Styles Classical 4031

Display Strings	Delete
Beethoven	<input type="checkbox"/>
Classical Music	<input type="checkbox"/>
Classical Music	<input type="checkbox"/>
Dvorak	<input type="checkbox"/>
Haydn	<input type="checkbox"/>
Lloyd Webber	<input type="checkbox"/>
Mendelssohn	<input type="checkbox"/>
Messiaen	<input type="checkbox"/>
Mozart	<input type="checkbox"/>
Opera Music	<input type="checkbox"/>
Pachelbel	<input type="checkbox"/>
Rachmaninov	<input type="checkbox"/>
Rossini	<input type="checkbox"/>
Schubert	<input type="checkbox"/>
Schumann	<input type="checkbox"/>

Move First Previous Next Move Last Display strings 1 to 15 of 18

Select keywords for deletion

Click on keyword for keywords properties

Scroll through the list of keywords for this category

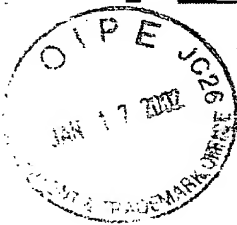


Fig. 25E

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**Add new Display strings for Category : Music - styles Classical**

**Add new keywords for the specified category**

**Keyword (Display String)**

**4030**

**4037**

**4035**

**4038**

**4040**

**4041**

**Add New**

Display String

Title

URL

Select an existing title from this list.

- Select a title -

-OR-

If the desired title is not currently in the list, type in a new title.

http://

Title - the text message that appears on hover

URL destination upon click

Fig. 25F

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**Edit Display String Properties**

Display String: Sade

Current Title: CLICK for POP music at the BMG Music Club!

Edit

Change to another title of this campaign.  
 - Select a title -

OR

Change current title  
 CLICK for POP music at the BMG Music Club!

URL  
 http://service.bfast.com/bfast/click?bfmid=20904140&siteid=37072660&bfpage=pop

Negatives

\$CPC  
 0.2

Append  
 Check to append the title to the Display String like:  
 Sade @ [TITLE]

Save Changes

4042: Manage properties for this specific keyword

4043: Change Title

4044: Current title

4045: Change to another title of this campaign

4046: OR

4047: Change current title

4048: URL

4049: Negatives

4050: \$CPC

4051: Check for Append - this will append the title in the specified format

4052: Add Negatives In order to fine tune the context of the word within the surrounding text

4053: CPC - Cost per click

4054: Manage destination URL



Fig. 25G

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**Set Campaigns - Publishers Relationship**

Campaign Name: BMG0605\_public  
 Campaign ID: 254  
 Campaign Version: 4.0

Publisher	Set Campaign - Publisher	As of: 7/23/2001 5:13:06 PM	Version for Publisher	Major
eZula	<input checked="" type="checkbox"/> Yes	Has Campaign	7.5	<input type="checkbox"/> Yes
Address 4055	<input type="checkbox"/> Yes	Does not have this campaign	19.10	<input type="checkbox"/> Yes
FreeServe	<input type="checkbox"/> Yes	Does not have this campaign	4.2	<input type="checkbox"/> Yes
QAtest1	<input type="checkbox"/> Yes	Does not have this campaign	0.0	<input type="checkbox"/> Yes
GatorTest	<input type="checkbox"/> Yes	Does not have this campaign	1.0	<input type="checkbox"/> Yes

**Current status of the Campaign per this Publisher**

**Set this Campaign for this Publisher - Yes or No**

**Should the data update for this publisher be a Major or Minor update.**

**Current status of the Campaign per this Publisher**

**Should the data update for this publisher be a Major or Minor update.**

Fig. 25H

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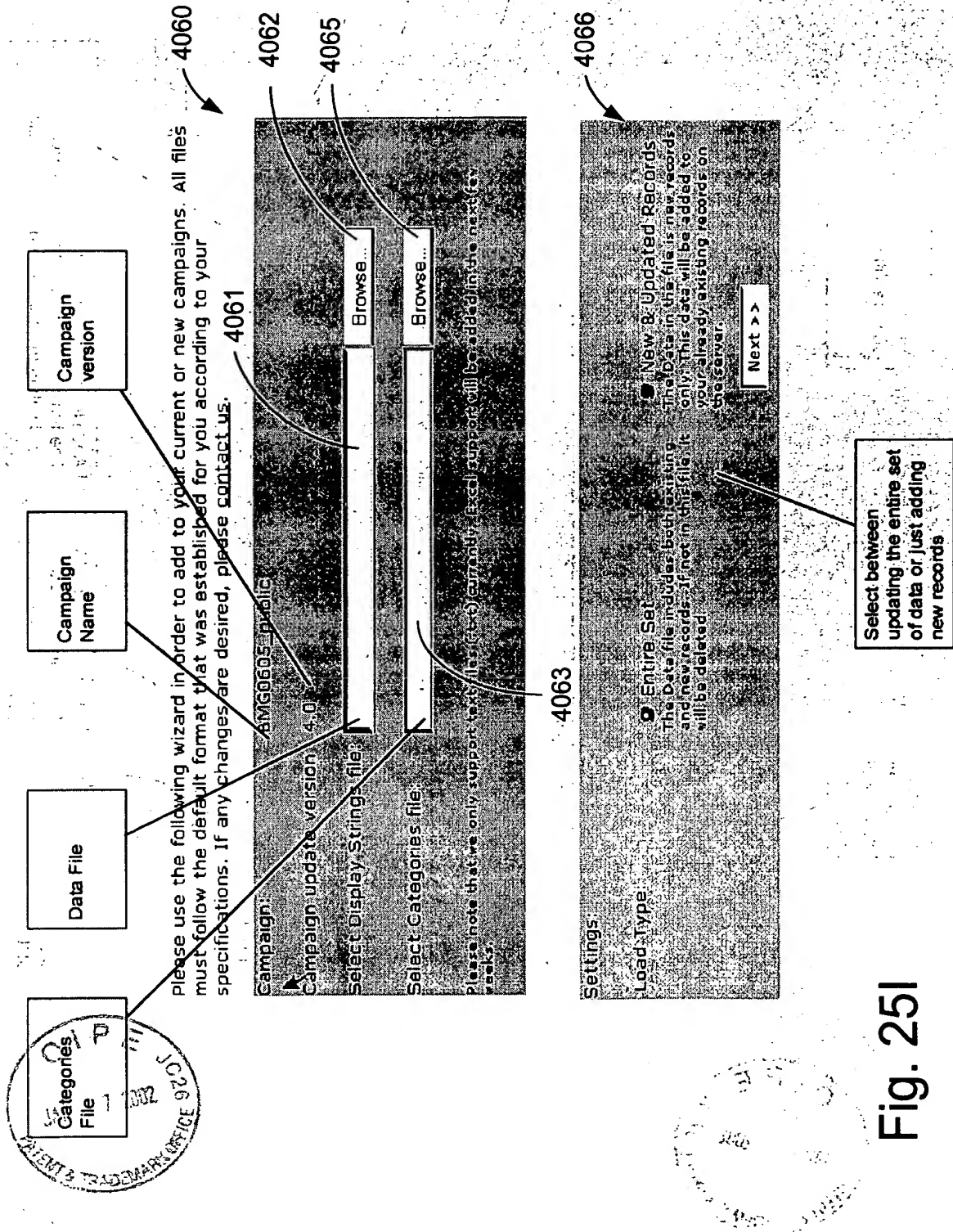
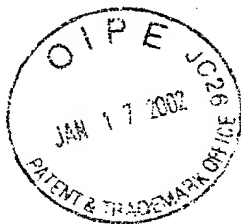


Fig. 251

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Domain name

Select for deletion

4067  
 4070  
 4068  
 This restrict sites list is a list of sites where the eZula markups will not take place. Once you add or delete to this list the changes will be propagated to the client applications.

Restricted Sites	Delete
63.200.130.235	<input type="checkbox"/>
backwire.com	<input checked="" type="checkbox"/>
betcbs.com	<input checked="" type="checkbox"/>
bmgmusicservice.com	<input type="checkbox"/>
care2.com	<input type="checkbox"/>
cdnlp.com	<input type="checkbox"/>

Fig. 25J